

To: All Newsdesks  
Embargoed until 00:00 Monday 18 June 2007

**New poll to track Scots attitudes to charities  
shows honesty and openness are key issues**

Scots want charities to be open and fair, honest and legal. That's one of the key findings from the first ever survey conducted by the first ever rolling research project on Scots attitudes to charities, campaigns and causes.

The Scottish Charity Engagement Monitor (SCEM) is the brainchild of nfpSynergy, the leading not for profit sector think tank and research consultancy. The first SCEM was conducted in mid April and surveyed 1000 Scots on their awareness of UK and Scottish charities, as well as exploring their attitudes to key issues and fundraising methods.

Joe Saxton, Director of nfpSynergy, said:

"The Scots are a generous nation when it comes to supporting good causes, giving regularly to UK wide and Scottish charities. So it is essential that we understand more about what charities strike a chord, what prompts people to give and what issues bother them. Our SCEM is the first ever rolling research project dedicated to tracking Scottish attitudes. Our first survey is only the start and we hope over the years to build a clear picture of trends and shifts that enable us all to understand what motivates the Scots to support good causes."

When asked what worried them about charities, 70% indicated concern about the amount that actually goes to the charity with a further 62% expressing concern about the sums that reached the actual cause. Another 61% said they were irritated by the amount spent on administration. And while these issues would prompt people to stop giving, far fewer would actually make a complaint on these or other issues such as persistent collectors or receiving unwanted direct mail. And that's a situation the Fundraising Standards Board is out to remedy.

Kate Higgins, Scottish Manager of the Fundraising Standards Board, commented:

"The SCEM allows the Fundraising Standards Board to monitor Scots attitudes to giving to good causes. We need to know what bothers them and encourage charities raising money in Scotland to ensure that their behaviour is of the highest standard. We want them to be open and fair, honest and legal – and it's clear from this survey that the public want that too.

"Yet, it is disappointing that many people would simply stop giving rather than make a complaint. One of our key roles is to provide a robust and independent complaints process for the public. We don't want the generous Scots to turn their backs on their favourite good causes – we want to hear their concerns about particular incidents so that members of the self-regulatory scheme can address them and ensure that they are practising high standards when asking people for money. By working with charities and the

public to promote trust and confidence in fundraising, the Fundraising Standards Board can achieve its ultimate aim of encouraging more people to give more money, more often to more good causes.”

- ends -

For more information contact

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Joe Saxton on 07976 329 212 or at [Joe.Saxton@nfpsynergy.net](mailto:Joe.Saxton@nfpsynergy.net).

(both are available over the weekend)

### Notes to Editors:

#### **About nfpSynergy**

nfpSynergy ([www.nfpsynergy.net](http://www.nfpsynergy.net)) is the UK's *only* think-tank and research consultancy dedicated to the charity sector and not for profit issues. It provides ideas, insights and information to help voluntary and community organisations thrive in an ever-changing world. Regularly harvesting the social and charity-related views of public and parliament, media and business - not to mention not for profit organisations themselves - nfpSynergy has a vast and ever-growing knowledge pool from which to extract and deliver insights.

#### **About the Scottish Charity Engagement Monitor (SCEM)**

SCEM is only one of a wide range of research projects provided by nfpSynergy. It will conduct 2 surveys a year among the Scottish public exploring their attitudes to campaigns, charities and causes. Charities and other organisations with an interest in this area of research join SCEM which operates as a syndicate, providing all members with access to survey findings and analysis.

#### **About the Fundraising Standards Board**

Scotland and the UK are the first countries in the world to operate a self-regulation body which sets and demands high standards from the process of collecting charity money. Our purpose is to encourage excellence in fundraising and provide a robust and accessible complaints procedure for members of the public. The scheme launched to the public across the UK on 12th February 2007.

The scheme is a UK wide one with the main base in London. However, because Scotland has its own charitable sector and legislative framework for charities and voluntary organisations, there is a Manager for Scotland and an office. Scottish organisations join as Scottish members and members of the public living in Scotland with a complaint about fundraising activity undertaken in Scotland will direct their complaints to the FSB's Scotland office. The scheme is supported by the Scottish Executive.

More information is available at [www.fsboard.org.uk/scotlandnorthernireland](http://www.fsboard.org.uk/scotlandnorthernireland).

## **Notes for Broadcast Producers**

Kate Higgins and Joe Saxton will be available for interviews on Monday 18 June. Kate Higgins is available from 6am and has access to an ISDN line on request.

## **Key Findings from SCEM**

- the first ever survey was conducted online with 1000 Scottish adults between 4<sup>th</sup> and 16<sup>th</sup> April 2007

main issues that bothered, irritated or worried people about charities and their work are

- honesty and legality (70% worried about the amount that goes to charity)
- openness and fairness (62% concerned about the amount that goes to the cause and 61% bothered by the amount spent on administration)

these are the issues most likely to cause people to stop giving

- 56% because of the amount going to the charity
- 47% because of the amount going to the cause or being spent on administration

But far fewer people would make a complaint about any issue and people are more likely to complain about issues where they feel they have been disrespected or their privacy invaded

- 25% would complain about collectors' persistence
- 23% would complain about being telephoned at home
- 16% would register concern about the amount spent on a charity or a cause
- 15% would complain about receiving direct or junk mail